2046166891

Parliament June Offensive
Estimated Response/Redemption Rates

Cell	Cell Description	Number Mailed	Response Rate	Number Responders	Coupon Value	Redemption Rate	Number Coupons Redeemed
1	Responders 0-18 months; all deciles	34,500	29.2%	10,064	$1.00	87.6%	8,815
1	Responders 0-18 months; all deciles	34,500	29.2%	10,064	$1.50	85.1%	8,560
2	New 0-18 months; deciles 1-5	8,500	24.9%	2,114	$1.00	87.6%	1,852
2	New 0-18 months; deciles 1-5	8,500	24.9%	2,114	$1.50	85.1%	1,798
3	All other; deciles 1-5	49,000	20.7%	10,146	$1.00	87.6%	8,887
3	All other; deciles 1-5	49,000	20.7%	10,146	$1.50	85.1%	8,630
4	Responders 0-18 months; all deciles; party zone	2,500	28.8%	720	$1.00	87.6%	631
4	Responders 0-18 months; all deciles; party zone	2,500	28.8%	720	$1.50	85.1%	613
5	New 0-18 months; deciles 1-5; party zone	14,500	19.2%	2,786	$1.00	87.6%	2,440
5	New 0-18 months; deciles 1-5; party zone	14,500	19.2%	2,786	$1.50	85.1%	2,370
6	All other; deciles 1-5; party zone	19,000	17.0%	3,239	$1.00	87.6%	2,837
6	All other; deciles 1-5; party zone	19,000	17.0%	3,239	$1.50	85.1%	2,755
7	random sample	10,000	13.2%	1,320	$1.00	87.6%	1,156
7	random sample	10,000	13.2%	1,320	$1.50	85.1%	1,123
		138,000		30,389		19.0%	52,467

Source: https://www.industrydocuments.ucsf.edu/docs/qfbk0004